



Brand Finance
Institute

Presents the 4th annual

Brand Finance Forum

“Understanding the
Value of Nation and
Location Branding”

Plenary Session:

Monday 3rd – Tuesday 4th September 2007

London Stock Exchange, 10 Paternoster Square, London EC4M 7LS

Masterclasses:

Wednesday 5th – Thursday 6th September 2007

The London School of Economics, Houghton Street, London WC2A 2AE

Media Partner

BBC WORLD

In association with



Superbrands®



The Brand Finance Institute is the education and training division of Brand Finance plc.

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Understanding the Value of Nation and Location Branding

Monday 3rd & Tuesday 4th September 2007

London Stock Exchange, 10 Paternoster Square, London EC4M 7LS

The Brand Finance Forum is an annual event at which leading edge thinkers in the area of brand strategy, brand building and brand valuation come together to share their experiences and to better understand the process by which valuable brands are created.

This year we have a first class list of speakers who will share their thoughts about national and geographic branding and how it impacts the performance of commercial brands.

If understanding the value of your brand is important, if you want to hear world leading experts, if you want to network with your peers and discuss practical issues with them then come to the Brand Finance Forum 2007.

David Haigh, CEO, Brand Finance plc

“Brand Finance has delivered great value to us on our journey”

Raoul Pinnell, Ex-Chairman Shell Brands International, Switzerland

Who should attend?

This is a forum for CEO's, CMO's and CFO's who are interested in understanding the impact location and nation branding has on building brands.

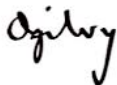
“Brand Finance is establishing business capability in the developing economies”

Professor Atul Tandon, Dean, MICA Business School, India

“Brand Finance can help fill the serious gaps in financial statements and build a complete picture of intangible assets”

David Cairns, International Financial Reporting Limited

Featuring inspirational speakers from:





Understanding the Value of Nation and Location Branding

DAY ONE

Monday 3rd September 2007

8.30 – 9.00

Registration

9.00 – 9.20

Welcome and Introduction
Current position and recent trends in nation brand value growth: Results and conclusions from the Brand Finance Nation Brand Value Survey 2007

David Haigh, CEO
Brand Finance plc

9.20 – 10.10

Strategic challenges for policy-makers building nation brand value: Results and conclusions from the Anholt Nation Brand Index Research Survey 2007

Simon Anholt, Author
Anholt Nation Brands Index

10.10 – 11.00

Positioning and creative challenges when building nation and location brand values

Wally Olins, Chairman
Saffron Consulting

11.00 – 11.30

Refreshment Break

11.30 – 12.15

Brand America: Time for a relaunch?

Keith Reinhard, Chairman Emeritus
DDB Worldwide

12.15 – 13.00

Brand Singapore: From 3rd world to 1st world nation brand values: Case Study: Uniquely Singapore

Professor Pang Eng Fong, Dean
Singapore Management University

13.00 – 14.00

Lunch

14.00 – 14.45

Brand Parma: Using geographical denomination of origin to build product brand value: Case Study: Prosciutto di Parma and its Consortium

Paolo Tramelli, Marketing Director,
Consorzio del Prosciutto di Parma

14.45 – 15.30

hosted by



Capturing Intangible Values and enhancing export income through intellectual property protection: The Ethiopian Fine Coffee Designations Trade Marking and Licensing experience

Getachew Mengistie, Head of Intellectual Property,
Ethiopian Embassy

15.30 – 15.45

Refreshment Break

15.45 – 16.30

Brand France: Leveraging French heritage to create a unique and valuable global tourism brand: Case Study: Club Med

Henri Giscard d'Estaing, CEO
Club Med

16.30 – 17.15

Brand London: Building a valuable global tourism brand based on the City of London heritage: Case Study: Visit-London

Martine Ainsworth-Wells, Marketing Director
Visit-London

17.15 – 17.30

Nation Brand Planning: Managing the return on investment from nation and location brand value strategies

David Haigh, CEO
Brand Finance plc

DAY ONE EVENING

Monday 3rd September 2007

17.30 – 18.15	Walk to Stationers' Hall, Ave Maria Lane	Opposite Paternoster Square
17.30 – 18.30	<i>Drinks reception and exhibition of heraldry and branding</i>	Exhibition at Stationers' Hall
18.30 – 19.00	<i>Presentation on: The relationship between Heraldry and Branding</i>	Clive Cheesman Rouge Dragon Pursuivant The College of Arms
19.00 – 19.30	<i>Presentation on: Past, Present and Future brand value of the world's first truly Global Brand</i>	Sanjiv Mehta, CEO East India Company
19.30 – 21.00	<i>Dinner</i>	Dress Code: Smart Casual Stationers' Hall
21.00 – 21.30	<i>After dinner speech: Rule Britannia - the role of British Brand today</i>	Special Guest Speaker
23.00	Carriages	

Conference Venue Information:

FORUM

Date: Monday 3rd – Tuesday 4th September 2007

Venue: London Stock Exchange, 10 Paternoster Square,
London EC4M 7LS

Nearest tube: St Paul's

MASTERCLASSES

Date: Wednesday 5th – Thursday 6th September 2007

Venue: The London School of Economics, Houghton Street,
London WC2A 2AE

Nearest tube: Temple

DAY ONE

- **Brand Valuation 1:** Brand and IP valuation for IFRS accounting purposes
- **Brand Strategy 1:** Developing national identity and the branding of nations
- **Brand Analysis 1:** Value based brand planning and strategy
- **Brand Management 1:** Brand audits and visual identity management

DAY TWO

- **Brand Valuation 2:** Brand and IP valuation for tax purposes
- **Brand Strategy 2:** Using licensing to build brand value
- **Brand Analysis 2:** Maximizing return on marketing investment
- **Brand Management 2:** Creating brand equity and brand value scorecards

DAY TWO

Tuesday 4th September 2007

8.30 – 9.00

Registration

9.00 – 9.15

Does nation and location branding add economic value to commercial brands?

David Haigh, CEO
Brand Finance plc

9.15 – 10.15

PANEL SESSION

James Freund, Head of Brand Strategy, **BT plc**

hosted by

Return on nation brand positioning:

Frazer Thompson, CEO

BBC WORLD

How nation and location brands can add to commercial brands

English Wines plc

Hamish Pringle,
Director General,
Institute of Practitioners in Advertising

10.15 – 11.00

*Return on advertising investment:
How nation and location brand advertising can create outstanding economic value*

Rory Sutherland,
Vice-Chairman,
Ogilvy Group UK

11.00 – 11.30

Refreshment Break

11.30 – 12.15

*Brand Scotland:
The economic value added by Scottish country branding:
Case Study: Scotland and Loch Fyne*

Mark Derry, Chairman
Loch Fyne Restaurants & Loch Fyne Oysters
Bruce Davidson, MD

12.15 – 13.00

*Brand Dubai:
How the UAE are investing to create brand value now and into the future:
Case Study: Dubai*

Hoda Barakat,
Managing Partner
Al Tamimi & Company

13.00 – 14.00

Lunch

14.00 – 14.45

World Brands: From Chinese to Global brand leader: Case Study: Lenovo

Anke Mosbacher, Executive Marketing Director, EMEA
Lenovo Group

14.45 – 15.30

World Brands: From British to Global brand leader: Case Study: Vodafone

David Wheldon, Global Director of Brand and Customer Experience,
Vodafone plc

15.30 – 15.45

Refreshment Break

15.45 – 16.30

*World Brands: The future is 'glocal':
Case Study: HSBC – The World's Local Bank*

Chris Clark, Group CMO
HSBC plc

16.30 – 17.15

World Brands: Building a multi-cultural consumer brand: Case Study: Visa International

John Elkins, Executive Vice President, Global Brand and Marketing
VISA International

17.15 – 17.45

The importance of Brand Equity Research and Brand Valuation Scorecards to enhance brand value added

David Haigh, CEO
Brand Finance plc



How to book:

Online at www.brandfinanceforum.com

Call +44 (0)20 8607 0300

Fax completed form to +44 (0)208 607 0301

Post form and payment to Brand Finance plc, Brand Finance Forum, 8 Oak Lane, Twickenham, TW1 3PA. UK

Cheque made payable to Brand Finance plc

Direct Debit to Barclays Bank plc, 99 Hatton Gardens, London EC1N 8DN (Sort Code 20-32-29. Account No 50092266. BIC BARCGB22-IBAN GB23BARC20322950092266)

Email forum@brandfinance.com for further details

Delegate Rates

(If attending one Brand Finance Forum Day or one masterclass day, please indicate the date or name of the masterclass. Please note savings are based on individual event prices)

	Book & Pay before 15th August 2007	Book & Pay after 15th August 2007	Method of Payment	Date attending the Brand Finance Forum	Name of the Masterclass
PLATINUM PASS: 2 day x BF Forum (inc exhibition and dinner) + 2 day x Masterclasses	£1399 (£1643.83 inc VAT) SAVE OVER £1300	£1799 (£2113.83 inc VAT)			
GOLD PASS: 2 day x BF Forum (inc exhibition and dinner) + 1 day x Masterclass	£1199 (£1408.83 inc VAT) SAVE OVER £800	£1499 (£1761.33 inc VAT)			
SILVER PASS: 2 day X BF Forum (inc exhibition and dinner)	£799 (£938.83 inc VAT) SAVE OVER £500	£999 (£1173.83 inc VAT)			
1 day x Brand Finance Forum	£499 (£586.33 inc VAT) SAVE OVER £100	£599 (£703.83 inc VAT)			
1 day x Technical Masterclass	£549 (£645.08 inc VAT) SAVE OVER £150	£699 (£821.33 inc VAT)			
Heraldic branding exhibition and Dinner at the Stationers Hall	£129 (£151.58 inc VAT) SAVE OVER £20	£149 (£175.08 inc VAT)			

Your Details: **Mr/Mrs/Ms/Miss/Dr/Other**

Forename: Surname:

Job Title: Department:

Company Name:

Email address: Tel No:

Address:

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Booking contact details (if applicable):

Name: Email:

Tel No:

Signature: Date: